

# Independent Banker 2020 Digital Sizes & Specifications

## e-Newsletters: *ICBA NewsWatch Today, ICBA Member Access, Independent Banker eNews & Dedicated eBlasts*

All dimensions are width by height. GIF or JPEG files only. One-pixel border required. 100 KB file size max.

### Banner Ads - Due one week prior to run date (on Monday)

- 600 X 100-pixel banner ad (width by height)
  - Provide click URL

### Sponsored/Premium/Experts Text Placement

Due one week prior to run date (on Monday)

- Up to 50 words total
  - Headline: 10 words max
  - Provide click URL (no hyperlinks)

### Dedicated eBlasts: *Banker Insider & Industry Insights*

Materials due two weeks prior to run date

- Subject line(s): 50 characters max
- Text:
  - Headline: 75 characters max
  - Body Copy: 200 characters max
  - CTA: 25 characters
  - Provide click URL
- Image:
  - 600 x 338 pixels (width by height)
  - Image must be GIF, JPG or PNG

Banner Ad for *ICBA NewsWatch Today, Independent Banker eNews and ICBA Member Access*  
600 x 100 pixels

Dedicated eBlast Image for *Community Banker Insider and Industry Insights*  
600 x 338 pixels

## Websites: *independentbanker.org and ICBA.org*

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### ROS Display Ad Package

Materials due one week prior to run date (on Monday).

- Leaderboard: 728 x 90 pixels
- Rectangle: 300 x 250 pixels
- Mobile: 300 x 50 pixels
- Provide click URL(s)

### Sponsored Content Package/ Experts Online Content Directory (Article or Video) -

Materials due two weeks prior to run date (on Monday).

- Article Content
  - Headline: 10-word max
  - Body Copy: 500-word max
  - Article Excerpt/Teaser: 40-word max
  - CTA URL
- Images for Article (3 sizes)
  - 770 x 440 pixel (feature image)
  - 520 x 306 (thumbnail image)
  - 1200 x 628 (LinkedIn)
- Display Ad Sizes (3)
  - \*Sponsored Content Packages Only.
  - Leaderboard: 728 x 90 pixels
  - Rectangle: 300 x 250 pixels
  - Mobile: 300 x 50 pixels
  - Click URL(s)

### ROS Display Ad Sizes

independentbanker.org & ICBA.org  
Mobile: 300 x 50 pixels

independentbanker.org & ICBA.org  
Rectangle  
300 x 250 pixels

independentbanker.org & ICBA.org Leaderboard  
728 x 90 pixels